



## **SouthWest Benefits Association**

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### **J.C. Penney and J.B. Hunt Win Best of Class Benefits Solution Awards for Retirement and Health Benefits Best Practices**

**DALLAS – May 9, 2006** – The SouthWest Benefits Association, a regional, non-profit established to foster relationships and support the educational growth of professionals in employee benefits, selected J.C. Penney Corporation, Inc. and J.B. Hunt Transport Services, Inc. for its First Annual Best of Class Benefits Solution Awards. The awards, presented at SWBA's 31<sup>st</sup> Annual Conference attended by approximately 400 benefits professionals last week, acknowledges and rewards employee benefits professionals for their efforts to improve the quality of retirement and health benefits programs while reining in costs.

JCPenney was awarded the Best Retirement Benefits Solution for its implementation of the Financial Engines Personal Asset Manager Program offered to participants of the J.C. Penney Corporation Inc. Savings, Profit-Sharing and Stock Ownership Plan, a 401(k) defined contribution qualified plan, and the J.C. Penney Mirror Savings Plans. The program is geared to employees who want a professional to manage their 401(k) account for them. "We saw real opportunities to reach the unreachable and ensure that as many participants as possible were afforded the opportunity to enroll and invest in their retirement," said Phil Perez, benefits delivery manager, for JCPenney.

Through this program, implemented by Financial Engines, JCPenney was able to reach its enrollment goals. Of the more than 100,000 employees eligible to participate in the Personal Asset Manager Program, 92 percent were provided a personal evaluation. Additionally, 13 percent of all program members increased their savings plan contributions, 85 percent diversified from a concentrated portfolio, and 74 percent diversified from concentrated company stock holdings.

J.B. Hunt Transport Services, Inc., one of the largest transportation logistics companies in North America, was selected for Best Health Benefits Solution for its Better Health For Life effort -- a multi-faceted wellness, health coaching, and disease management program that was created to help employees and family members live healthier lives. The goal of Better Health For Life is to make J.B. Hunt's focus on health, and ultimately to change unhealthy behaviors, an ingrained part of the company's culture. To develop and market the program, the company partnered with disease management firm TrestleTree, Watson Wyatt, a global human capital and financial management consulting firm, and advertising agency Sells/Clark.

Historically, the transportation industry has faced the arduous task of dealing with a truck driving population that spends the majority of their time sitting in the cab of a truck, are prone to unhealthy living habits, have a lack of access to healthy food choices and a higher incidence of obesity, smoking, and high blood pressure.

At its inception, J.B. Hunt's Better Health For Life program had to overcome the challenges of a large employee population based out of more than 300 locations. Lack of access to mail, being away from home for extended periods, infrequent personal contact with others, and numerous communication challenges also added to the difficulty of establishing a sound wellness program.

"Once we studied our population and looked at our medical claims history, we designed the program to be like a three-legged stool, said Eric Airola, director of benefits," for J.B. Hunt Transport Services, Inc. "The three legs are comprised of exercise, proper diet and weight management, and smoking cessation, and the seat of the stool is personal health coaching and disease management. Since its implementation two years ago, the Better Health For Life program has been integrated into the culture of J.B. Hunt and we've seen a positive, measurable impact on our population."

#### **ABOUT SWBA**

Founded in 1975, the SouthWest Benefits Association is a regional, non-profit organization designed to foster relationships and support the educational growth of professionals in employee benefits. Members represent a wide range of specialties, including corporate human resources,

benefit plan administration, financial management, investment counseling, third party administration, law, accounting, actuarial, and consulting. Through an annual schedule of professional educational conferences and workshops, SWBA provides its members the opportunity for discussion of a wide range of issues confronting professionals in the complex and increasingly regulated field of employee benefits. **[www.swba.org](http://www.swba.org)**

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